



Dear California Retailer:

Since 1988, the *California 5 a Day—for Better Health! Campaign*, a statewide initiative led by the California Department of Health Services in cooperation with the National 5 A Day Program, has worked to develop programs that help families lead healthier lives. Through partnerships with government agencies, the produce industry and community-based organizations, the *Campaign* encourages the consumption of 5 or more servings of fruits and vegetables and physical activity every day for better health.

The *California 5 a Day Retail Program* offers retailers statewide a unique variety of tools, resources and outreach activities that help to increase the purchase of fruits and vegetables among low-income Californians, including:

- Bilingual POP materials, recipe and seasonality cards, cookbooklets, materials targeting kids, and a CD-ROM containing graphics, tips and nutrition information for use in promoting *5 a Day* in your store.
- Radio remote broadcasts, public relations activities and food demonstrations at a variety of selected locations throughout the state.
- Links to *5 a Day* leaders in your community who can assist in providing additional *5 a Day* activities that help you reach your customers.

Please find enclosed additional information about the *Retail Program*, including an overview of materials available for your store. We hope you find this helpful in identifying *5 a Day* opportunities in your community that will that inspire a healthy change in California!

For more information, please visit www.ca5aday.com and click on “Retail 5 a Day.”



cauliflower



grapes corn



cantaloupes mushrooms

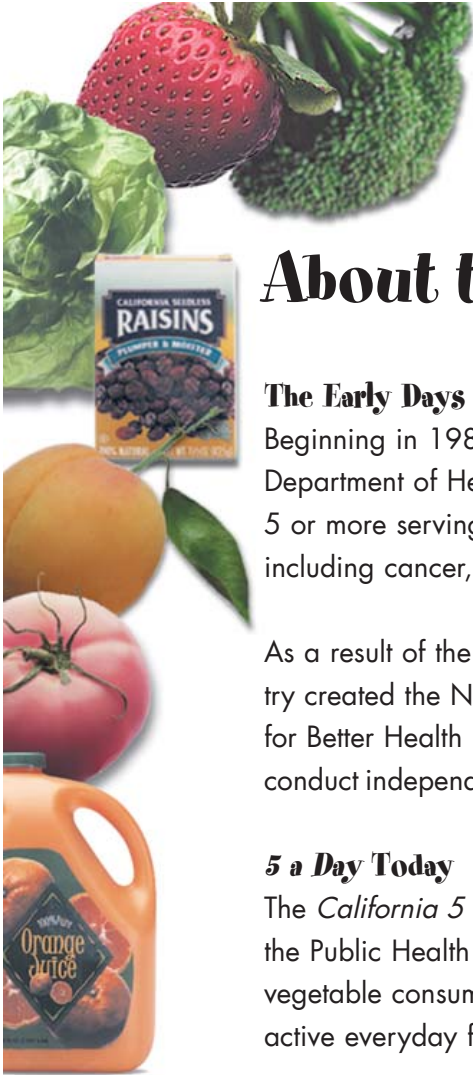


lettuce asparagus celery



mandarins kiwis

It's So Easy.



About the California 5 a Day Retail Program

The Early Days

Beginning in 1988 with a grant from the National Cancer Institute (NCI), the State of California Department of Health Services (CDHS) developed a program to empower Californians to consume 5 or more servings of fruits and vegetables a day to reduce the risk of diet-related chronic diseases including cancer, heart disease and obesity.

As a result of the successes realized, health officials and members of the fruit and vegetable industry created the National 5 A Day Program in 1991 as a partnership between NCI and the Produce for Better Health Foundation. To date, 60 state and territorial health agencies are licensed to conduct independent *5 a Day* programs at the state level.

5 a Day Today

The *California 5 a Day—for Better Health! Campaign*, which is led by CDHS and administered by the Public Health Institute, has grown tremendously since 1988. In addition to increasing fruit and vegetable consumption, the *Campaign* also encourages adults and children to be more physically active everyday for better health.

The *Campaign* also works with communities to change environments so that *5 a Day* and physical activity are easy to do and socially supported. The *Campaign* conducts its work through a variety of targeted programs including the *Children's 5 a Day—Power Play! Campaign*, *Latino 5 a Day Campaign*, and the *5 a Day Retail Program*.

The *5 a Day Retail Program* helps stores to increase the purchase of fruits and vegetables among low-income Californians by offering in-store point-of-sale materials and recipe cards; and sampling activities such as food demonstrations and retail-sponsored community events. *5 a Day* retailers surveyed in a 2001 Retail Exit Interview Study:

- 90% like the *5 a Day* materials they receive.
- 99% agree that promoting fruits and vegetables in their stores is a priority.
- 97% agree that *5 a Day* activities increase customer awareness of *5 a Day*.
- 73% agree that *5 a Day* activities increase the purchase of fruits and vegetables

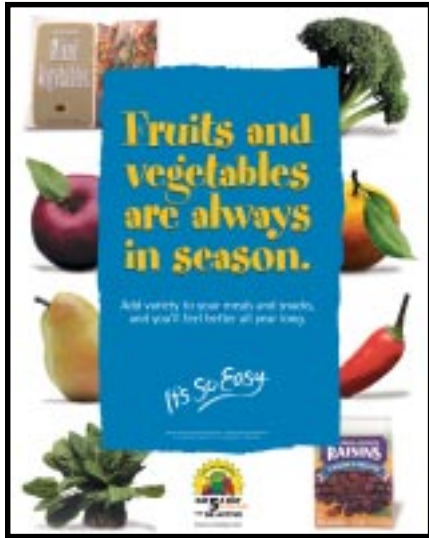
**For more information, visit the Retail section
of our Web site at www.ca5aday.com**

The *Campaign* is funded by the USDA's Food Stamp Program, The California Endowment, the Preventive Health and Human Services Block Grant of the Centers for Disease Control and Prevention, and the Governor's Buy California Initiative.



California 5 a Day Retail Program

Fall/Winter Merchandising Components



22" x 28" Water-Resistant Poster
(part of floor stand display only)



16" x 20" Serving Size Poster
Available all year!



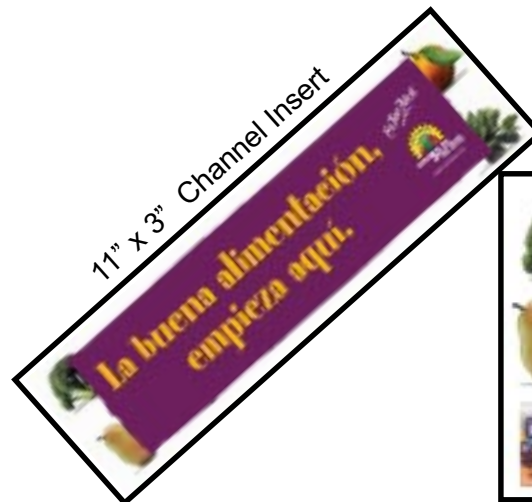
16" x 20" 5 a Day Logo Poster
Available all year!



3" x 5" Recipe Cards



Seasonality Chart



11" x 3" Channel Insert



3" x 5" Channel Insert



10" x 7" Channel Insert



California 5 a Day Retail Program

Spring/Summer Merchandising Components



cherimoyas collard greens



pumpkins limes cabbage



watermelons zucchini celery



pineapples asparagus dates



22" x 28" Water-Resistant Poster
(part of floor stand display only)

Highlighting the best of seasonal produce, **California 5 a Day** materials are now available in both English and Spanish at no cost to stores located in low-income areas of the state.

For stores in higher income neighborhoods, materials are available on a limited basis.

For more information, please visit our Web site at www.ca5aday.com and click on "Retail 5 a Day" or contact Sonia Kuar at (916) 449-5417.



Seasonality Chart



3" x 5" Recipe Cards



3" x 5" Channel Insert



10" x 7" Channel Insert



11" x 3" Channel Insert



California 5 a Day Retail Program Order Form

Orders will be processed and shipped within 5 business days.
Fax the completed form to (916) 449-5415 or e-mail the form to 5adayretail@dhs.ca.gov

Contact Name	Title	E-mail
Retail Business Name	Street Address	
City	State	Zip Code
Phone	Fax	

Please circle from the following where materials will be distributed:

- A. As POP in the Produce Department
- B. Store Pharmacy
- C. Food Demonstration(s)
- D. Retail Media Event
- E. Other: _____

How did you hear about the *5 a Day Retail Program*?

- A. Print Ad
- B. Direct Mail
- C. Internet
- D. Referral
- E. Industry Event (i.e., convention)
- F. Other: _____

Item and Description	Language	Quantity
Point-of Sale Floor Stand Display Kit *		
<i>Includes floor stand display, (2) water-resistant posters, (3) sets of channel inserts, Serving Size poster, 5 a Day logo poster, 200 information cards and 300 recipe cards.</i>		
#POS KIT 801 — Spring/Summer Theme	Bilingual	
#POS KIT 800 — Fall/Winter Theme	Bilingual	
* Business must be located in a low-income community to qualify. Limit one (1) kit per business location.		
Point-of Sale Merchandising Kit		
<i>Includes (1) water-resistant poster with hanging kit, (2) sets of channel inserts, Serving Size poster, 5 a Day logo poster, 200 information cards and 300 recipe cards.</i>		
#POS KIT 803 — Spring/Summer Theme	Bilingual	
#POS KIT 802 — Fall/Winter Theme	Bilingual	
Individual Program Materials		
#SIGN 412 — Fruit and Vegetable Serving Size Poster (16" x 20") - limit 10	English	
#SIGN 413 — Fruit and Vegetable Serving Size Poster (16" x 20") - limit 10	Spanish	
#SIGN 414 — 5 a Day Logo Poster (16" x 20") - limit 10	English	
#SIGN 415 — 5 a Day Logo Poster (16" x 20") - limit 10	Spanish	
#COOK 210 — Discover the Secret Recipes cookbook - limit 100	English	
#COOK 211 — Discover the Secret Recipes cookbook - limit 100	Spanish	
#POS KIT 804 — Spring/Summer Channel Inserts – limit 2 sets	Bilingual	
#POS KIT 805 — Fall/Winter Channel Inserts– limit 2 sets	Bilingual	
#POS 906 — Spring/Summer Seasonal Guide to Fruits and Vegetables– limit 200	Bilingual	
#POS 907 — Fall/Winter Seasonal Guide to Fruits and Vegetables – limit 200	Bilingual	
#POS KIT 806 — Spring/Summer Three (3) Recipe Set – limit 3 sets	Bilingual	
#POS KIT 807 — Fall/Winter Three (3) Recipe Set – limit 3 sets	Bilingual	



California 5 a Day Retail Program

Frequently Asked Questions

Q: How do I benefit by participating in the *California 5 a Day Retail Program*?

A: *Connection to Your Community:* Local leaders help build community-based partnerships and assist with store-based materials and activities. *Positive Company Image:* Communicate your commitment to improving the health of your neighborhood and to inspiring healthy change. *Potential Sales Increases:* *California 5 a Day* is affecting consumption! Research shows fruit and vegetable consumption increased when Latino adults were exposed to the *5 a Day* message at a variety of locations using a combination of channels, including retail based activities.¹

Q: How do I know if my store qualifies for free *5 a Day* materials?

A: We use 2000 U.S. Census data to determine if a store is located in a ZIP code whereby the residents have a median household income of \$33,485 (or 185% of federal poverty level for a family of four). To verify your ZIP code, please visit www.ca5aday.com and click on "Retail 5 a Day."

Q: What if my store does not qualify for free *5 a Day* materials?

A: A selected number of materials are available, including the Retail Merchandising Kit, which contains a selection of limited signage including channel strips and *5 a Day* logo and serving size posters. Materials may be ordered by using the Retail Order Form located under the "Retail 5 a Day" section of our Web site.

Q: How do I order materials?

A: Until our new online ordering system is available, please download and print the Retail Order Form located under the "Retail 5 a Day" section of our Web site. Submit the form to the contact information provided.

Q: What will be expected of me as a participating *5 a Day* store?

A: At a minimum, participating *5 a Day* stores display merchandising materials. The community adds another level of service by providing replenishment, replacement and display assistance. You may choose to utilize this or maintain these items in-house. The most active *5 a Day* stores work with the community to host food demonstrations and community-based events. *The level of involvement is up to you!*

Q: How will I be connected to a community agency and what will they do?

A: Once your order has been placed, and the store location verified, *Retail Program* staff forward your information to a *5 a Day* community agency in your area. The agency will contact you directly.

1. California Department of Health Services. *Evaluation Study of Latino-Specific Social Marketing Activities Using Mass Media, Festival, Farmers'/Flea Market and Retail Interventions*. Sacramento, CA: 2002 Report. Prepared by Loma Linda University.

